

RESTAURANT REVIEW



The first thing that the customer notices when he walks into our restaurant is that we do not serve Chinese food only. This is reflected in our decor; an amalgam of Chinese and abstract art; concealed light effects and seductive colours -- which create the right impact! The more attention you give to your customer, the more satisfied he will feel! Personal attention is what the customer wants and we provide it; Xinhua has its own distinct style! Apart from a

dessert trolley and a salad trolley - which no other restaurant has -- we introduced our own recipes; in cocktails too, we introduced our own special drinks, like the 'Blue Lagoon'. And there is one drink specially for children. "Jack and Jill". We have our own specialities: crispy mutton chops and sliced chicken with buttered spinach. Plus, chicken with mixed fruit sauce and the 'tastiest' chicken pie!

You might have noticed that our set-up is like that of a five-star hotel; every department is streamlined: advertising, marketing, accounts etc; everything is managed like a five star hotel; which means that if we want to start expanding the set-up it will be no problem. Plus, it's a 24 hour vocation! That is why Sajid -- whom I inducted into our team as a raw recruit - has become Restaurant manager in the span of a year by gaining over five promotions in less than a year and a half; his capacity to work hard day and night knows no bounds! Every morning, I brief incharges of different departments about the day's affairs. All comment cards filled out the previous evening are put on my desk so that I can have a look at what was lacking at which table; it helps us in sending out letters to such customers whom we need to apologize for the inconvenience they might have suffered, along with a promise to do better next time! That really helps us in creating a rapport with our customers.

Team work is the key to our success. I would also like to add that Azmi has made my efforts fruitful by giving a free hand professionally.

Mehreen (Mrs. Azmul Haq) has done the interior designing



Nadeem--- Director Operations



Sajid--- Restaurant Manager

she and Azmi discuss everything with me and I have the option to take it or drop it. Like members of a family sitting together, we put together our suggestions before making the final decisions.

It was thus that we decided to have a late night spot; the Xinhua coffee shop! Xinhua is central and provides a sophisticated alternative to those not wanting to go all the way to the five star hotels!

We have also introduced an outdoor catering service "Daawat."

Plus, recently, we started this new system of charity shows which will be held once a month. They can be organized by anyone and we, at Xinhua, have made sure that it is a non-profit venture and are planning to form a trust.